23. A method for use in retail marketing operations, said method comprising the steps of:

1) preparing reward offers showing a plurality of consumer products;

2) said reward offers presenting incentives for bringing a reward offer to a check-out terminal station at a retail store identified by the reward offer and for submitting the reward offer to the check-out terminal station while involved in a purchasing transaction including purchase of at least one of the consumer products shown by the reward offer;

3) each of said incentives being obtainable immediately during a purchasing transaction including purchase of a consumer product to which the incentive applies;

4) selecting a multiplicity of addresses of households located within a predetermined geographic area from which said retail store is accessible;

5) applying to respective reward offers respective multifunctional machine-sensible codes;

6) each respective multifunctional machine-sensible code upon being sensed at a check-out terminal station at said retail store providing a respective data signal identifying a respective household address to which the respective reward offer is to be provided;

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7)   each multifunctional machine-sensible code upon being sensed at said check-out terminal station providing a data signal identifying the consumer products shown by the reward offer;

8)   each multifunctional machine-sensible code upon being sensed at said check-out terminal station providing a data signal identifying a respective economic incentive applicable to purchase of a respective consumer product shown by the reward offer;

9)   each multifunctional machine-sensible code upon being sensed at said check-out terminal station providing a data signal marking a completed purchasing transaction as being a completed purchasing transaction during which the multifunctional machine-sensible code was machine-sensed at said check-out terminal station;

10)   providing respective reward offers to respective household addresses corresponding to the respective household addresses which will be identified by respective data signals which will be provided upon machine sensing of the respective multifunctional machine-sensible codes at the retail store identified by the respective reward offers;

11)   monitoring data signals generated during purchasing transactions occurring at check-out terminal stations at said retail store;

12) said data signals being generated during said purchasing transactions and being transmitted back and forth between check-out terminal stations at said retail store and a data storage computer facility associated with said retail store;

13) temporarily storing data relating to said data signals being monitored;

14) selectively detecting each group of temporarily stored data for each completed purchasing transaction during which a data signal was monitored marking a completed purchasing transaction as being a completed purchasing transaction during which a multifunctional machine-sensible code on a reward offer was sensed;

15) selectively accessibly storing each said group of data relating to each completed transaction during which a data signal was monitored marking the completed purchasing transaction as being a completed purchasing transaction during which a multifunctional machine-sensible code on a reward offer was sensed;

16) selectively detecting each group of temporarily stored data for each completed purchasing transaction devoid of a data signal marking the completed purchasing transaction as being a completed purchasing transaction during which a multi-functional machine-sensible code on a reward offer was sensed;

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17)   removing from temporary storage each said group of temporarily stored data for each completed purchasing transaction devoid of a data signal marking the completed purchasing transaction as being a completed purchasing transaction during which a multifunctional machine-sensible code on a reward offer was sensed; and

18)   analyzing each said group of selectively accessibly stored data relating to each completed transaction during which a data signal was monitored marking the completed purchasing transaction as being a completed purchasing transaction during which a multifunctional machine-sensible code on a reward offer was sensed to determine relevant information for carrying out subsequent marketing operations.

24.   A method claimed in Claim 23, including a step of: analyzing said groups of selectively accessibly stored data determining respective household addresses of those customers whose respective completed purchasing transactions are among the 20% to 30% of most profitable completed purchasing transactions analyzed.

25. A method claimed in Claim 23, wherein:

said groups of selectively accessibly stored data provide auditing data for computer auditing a reward reimbursement trail for financial control and for fraud control.

26. A method claimed in Claim 25 wherein:

said computer auditing enables determination of which consumer products were purchased during each completed purchasing transaction;

said computer auditing enables determination of what incentives were provided during each completed purchasing transaction; and

said computer auditing enables determination of each household address identified by the multifunctional machine-sensible code on a reward offer sensed during the completed purchasing transaction thereby marked.

27. A method claimed in Claim 23, wherein:

said groups of selectively accessibly stored data provide data for tracking of actual purchase behaviors of customers submitting respective reward offers from respective household addresses identified by data within respective groups of selectively accessibly stored data.

28. A method claimed in Claim 23, including the steps of:

analyzing respective groups of selectively stored data to determine respective household addresses identified by data therein in relation to patterns of purchases revealed by respective completed purchasing transactions to determine household addresses related to patterns of purchases which are among more profitable patterns of purchases; and

devising respective marketing strategies tailored to match with such patterns of purchases.

29. A method claimed in Claim 23, including the steps of:

communicating data from accessibly stored groups of data related to respective completed purchasing transactions marked by data resulting from machine sensing of respective multifunctional machine-sensible codes on respective reward offers submitted during the respective completed purchasing transactions to a data analysis computer facility; and

in said data analysis computer facility analyzing respective groups of data related to the respective completed purchasing transactions.

30. A method claimed in Claim 29, including the steps of:

in said data analysis computer facility analyzing relationships between respective groups of data related to the respective completed purchasing transactions.

31. A system for use in retail marketing operations, said system comprising:

1) reward offers showing a plurality of consumer products;

2) said reward offers presenting incentives for bringing a reward offer to a check-out terminal station at a retail store identified by the reward offer and for submitting the reward offer to the check-out terminal station while involved in a purchasing transaction including purchase of at least one of the consumer products shown by the reward offer;

3) each of said incentives being obtainable immediately during a purchasing transaction wherein there is a purchase of a consumer product to which the incentive immediately applies;

4) respective reward offers having thereon respective multifunctional machine-sensible codes;

5) each respective multifunctional machine-sensible code upon being sensed at a check-out terminal station at said retail store providing a respective data signal identifying a

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respective household address corresponding to the respective household address to which the respective reward offer is to be provided;

6) each multifunctional machine-sensible code upon being sensed at said check-out terminal station providing a data signal identifying the consumer products shown by the reward offer;

7) each multifunctional machine-sensible code upon being sensed at said check-out terminal station providing a data signal identifying an immediately obtainable respective incentive applicable to purchase of a respective consumer product shown by the reward offer;

8) each multifunctional machine-sensible code upon being sensed at said check-out terminal station providing a data signal marking a completed purchasing transaction as being a completed purchasing transaction during which the multifunctional machine-sensible code was machine-sensed at said check-out terminal station;

9) respective reward offers being deliverable to respective household addresses corresponding to the respective household addresses which will be identified by respective data signals which will be provided upon machine sensing of the respective multifunctional machine-sensible codes at the retail store identified by the respective reward offers;

10) a computer facility for monitoring data signals generated during purchasing transactions occurring at check-out terminal stations at said retail store;

11) said monitored data signals being generated during the purchasing transactions and being transmitted back and forth between check-out terminal stations at said retail store and a data storage computer facility associated with said retail store;

12) said computer facility temporarily storing data relating to said data signals being monitored;

13) said computer system selectively detecting each group of temporarily stored data for each completed purchasing transaction during which a data signal was monitored marking a completed purchasing transaction as being a completed purchasing transaction during which a multifunctional machine-sensible code on a reward offer was sensed;

14) said computer facility selectively accessibly storing each said group of data relating to each completed transaction during which a data signal was monitored marking the completed purchasing transaction as being a completed purchasing transaction during which a multifunctional machine-sensible code on a reward offer was sensed;

15) said computer facility selectively detecting each group of temporarily stored data for each completed purchasing transaction lacking a data signal marking the completed purchasing transaction as being a completed purchasing transaction during which a multifunctional machine-sensible code on a reward offer was sensed;

16) said computer facility removing from temporary storage each said group of temporarily stored data for each completed purchasing transaction lacking a data signal marking the completed purchasing transaction as being a completed purchasing transaction during which a multifunctional machine-sensible code on a reward offer was sensed; and

18) a data analysis computer facility for analyzing each said group of selectively accessibly stored data relating to each completed transaction during which a data signal was monitored marking the completed purchasing transaction as being a completed purchasing transaction during which a multifunctional machine-sensible code on a reward offer was sensed to determine relevant information for preparing subsequent reward offers.

32. A system claimed in Claim 31, wherein:

said data analysis computer facility analyzes said groups of selectively accessibly stored data determining respective household addresses of those customers whose respective completed purchasing transactions are among the 20% to 30% of most profitable completed purchasing transactions analyzed.

33. A system claimed in Claim 31 , wherein:

said groups of selectively accessibly stored data provide auditing data for computer auditing a reward reimbursement trail for financial control and for fraud control.

34. A system claimed in Claim 33, wherein:

said computer auditing determines which consumer products were purchased during each completed purchasing transaction;

said computer auditing determines what incentives were provided during each completed purchasing transaction; and

said computer auditing determines each household address identified by the multifunctional machine-sensible code on a reward offer sensed during the completed purchasing transaction thereby marked.

33. A system claimed in Claim 31, wherein:

said groups of selectively accessibly stored data provide data for tracking actual purchase behaviors of customers submitting respective reward offers from respective household addresses identified by data within respective groups of selectively accessibly stored data.

34. A system claimed in Claim 31, further comprising:

a data analysis computer facility operable for analyzing respective groups of selectively stored data to determine respective household addresses identified by data therein in relation to patterns of purchases revealed by respective completed purchasing transactions to determine household addresses related to patterns of purchases which are among more profitable patterns of purchases; and

said data analysis computer facility is operable for devising respective marketing strategies tailored to match with revealed patterns of purchases.

35. A system claimed in Claim 31, further comprising:

a communication path for communicating accessibly stored groups of data related to respective completed purchasing transactions marked by data resulting from machine sensing of respective multifunctional machine-sensible codes on respective

reward offers submitted during the respective completed

purchasing transactions to a data analysis computer facility;

and

said data analysis computer facility is operable for

analyzing respective groups of data related to the respective

completed purchasing transactions.

36. A system claimed in Claim 37, wherein:

said data analysis computer facility is operable for

analyzing relationships between respective groups of data

related to the respective completed purchasing transactions.

37. A reward offer comprising:

identification of a retail establishment which provided

the reward offer to a respective household address;

said reward offer presenting a plurality of offers for

sale of a plurality of consumer products identified in the

reward offer;

said reward offer including respective incentives for

purchase of respective consumer products identified in the

reward offer;

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said reward offer being fashioned for submission to a check-out terminal station at said retail establishment during a purchasing transaction occurring at said check-out terminal station;

each respective incentive being immediately obtainable upon purchase of each respective consumer product identified in said reward offer to which the respective incentive is applicable;

said reward offer having a multifunctional machine-sensible code;

said multifunctional machine-sensible code upon sensing thereof at said check-out terminal station during a purchasing transaction at said check-out terminal station providing a data signal indicating said respective household address;

said multifunctional machine-sensible code upon sensing thereof during said purchasing transaction providing a data signal marking a completed purchasing transaction during which a multifunctional machine-sensible code was sensed;

said multifunctional machine-sensible code upon sensing thereof during said purchasing transaction providing a data signal identifying each consumer product shown in the reward offer;

said multifunctional machine-sensible code during sensing thereof during said purchasing transaction providing a data signal identifying the respective incentive applicable to the respective consumer products shown in the reward offer;

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